

## USE OF POWER LOOMS IN KASHMIR SHAWL INDUSTRY

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### ABSTRACT

Kashmir is well known for its traditional shawl weaving business. Pashmina is a light weight, very warm and delicate fiber in Kashmir it is always weaved on handlooms that why the pashmina shawl is so expensive. But presently the shawl industry of Kashmir faced so many problems like fake products, decreased market, low income, and low quality, the objective of the study is to find the problems and the efforts to save the industry made by government.

Kashmir shawls are known for its delicacy and warmth, these pashmina shawls are made from pashmina or cashmere fiber. Pashmina fiber is very light weight and soft that it only treated manually. In last few years it seems that many shawl industry used power looms for making pashmina shawls. And sold them on low price while pashmina shawl is one of the most expensive shawls of the world. According to that point, the lower rate traded shawl must be gives a wrong signal.

Pashmina shawl business is at risk today because of sales of fake shawl in the name pashmina momentum in the market. Fake pashmina is primarily made out of Kashmir but the trade of fake pashmina increased rapidly has occurred, now Kashmiri businessman engaged in this work too. Because fake Pashmina reduce costs and has improve benefits even at the half price of original Pashmina.

Director of craft development institute, Mr. Moh. Sharik faroqki said that most people dose not identify the original one. And all that surprisingly increase the confusion between original and fake pashmina market.

**KEYWORDS:** Use of Power Looms, Kashmir, Pashmina

### INTRODUCTION

#### Use of Power Looms

Some shawl industrialist use power-looms for production of pashmina shawl, these shawls are cheaper than hand loom woven pashmina shawls. During the study I know that the shawls woven on power looms are not 100% pashmina, but they sold as original pashmina. The fact is that the shawl woven on power loom on the name of pashmina are the shawls woven from blend fibers as pashmina + Marino wool, pashmina + angora wool or pashmina with normal sheep wool. In Kashmir mostly weavers used hand looms but some started to use power looms.

As mentioned before, kashmiri shawls were traditionally manufactured on simple handloom. Data given in table shows that in Kashmir valley 68% weavers use traditional handlooms for Pashmina shawl weaving. The weaving of shawl is carried out in a simple and basic handloom. The handloom woven shawls have more value in the market. The handloom weaving is done by the skilled artisans. Pashmina fiber or Shahtoosh fiber is very delicate and fragile. Fiber cannot bear the vibrations caused by power looms so yarn frequently breaks down during weaving. Thus it needs careful handling. The weaving of the traditional 100% Pashmina shawls was therefore done on hand-looms. The weaving process is in itself

an art, which has been passed down over generations to give the fabulous Pashmina shawls. It is essential for the weaver to have a uniform hand for par excellence fabric. It takes about 5 to 6 days to weave a single Pashmina shawl. Loom has four heddles for twill weave which are controlled by treadles. Other operations are done by hand. While Now a day's some manufacturers (32%) have started using power looms to produce shawls specially the shawls in which blended yarn is used or yarn of angora or sheep wool is used. Blended yarn is prepared by machine spinning and is stronger than pure pashmina yarn so it can bear vibrations of power loom. And it takes less time to produce a shawl so they can prepare more and more shawls in minimum time, Rich manufacturers can afford the cost of power loom so they are using power looms to speed up the production while poor weavers operating from their home in villages are still using handloom.

### **The Facts to Identify Real Pashmina**

Pashmina shawls are very expensive, so no one wants to be cheated on the name of pashmina. The fake versions mix cheaper substitutes of wool or other synthetic materials and also do not maintain the no more than 30% of non-pashmina wool in the finished product. According the study I find some clues to recognize the original one.

### **Price Difference**

Pashmina shawls are very expensive an original plain pashmina shawl cost 2000 to 3000 Rs. minimum and embroidered or woven work shawl cost starts with 6000 to 10000 Rs. Minimum. Now if any retailer offers you a pashmina shawl just in 1500 Or 2000 it's just the fake one because there is not anything identified as low-cost pashmina as retailers cannot sponsor to discount too much on something which comes at such a high charge.

### **Label**

This Mode of identify real pashmina is very simple and less time-consuming. The label factor, when we buy anything we see the label many times now focused on pashmina label. In original pashmina the label is always sewn it never glued on shawl.

### **Touch and Shine**

The original pashmina is very soft in touch and never produce shine; shine in pashmina shawls is the result blended fibers.

### **Electric Factor**

Original pashmina fibers never produce any static electricity, when we rub it we simply know the fact.

### **Itching Factor**

Real pashmina not cause any irritation by rubbing the pashmina under your chin you can find the real pashmina if the itching starts then it is an indication that the pashmina is not a genuine one.

## **GOVERNMENT POLICY TO SAVE THE REAL PASHMINA BUSINESS**

### **Use of Neon Technology**

Government decided to transplant a neon chip in original pashmina shawls which indicate the information about shawl to consumer when he see the label with his mobile phone.

## Certificates

Government provides the authorized certificates to the dealers, retailers and exporters of real pashmina.

## Hand Loom Sector

Government started to organize hand loom sector where small scale weavers and retailers can buy their real Pashmina. These sectors organize handloom exhibitions in other states too so that the Popularity of pashmina shawls remains always.

## CONCLUSIONS

On the basis of the study we find that the counterfeiting of pashmina shawls increased continually. To stop them, government make many policies, it need to be aware for original and fake pashmina in the trade to solve the problem of counterfeiting and fake production. To protect the valuable traditional art of the country.

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